



# DARPA Grand Challenge 2005

## *Information for Sponsors*



# The Grand Challenge

**Tough  
Enough?**

Try it  
without  
the  
driver.



DARPA Grand Challenge 2005

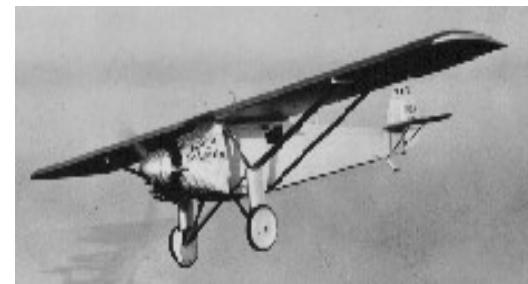
**On October 8, 2005, the world will watch as 20 robotic vehicles attempt to navigate 175 miles over punishing desert terrain . . .**

**in pursuit of technological innovation that could save the lives of American soldiers on the future battlefield—and a**



# A Noble Goal ... A Proud Tradition

- **The DARPA *Grand Challenge* is part of the ongoing DoD R&D program to maintain the our military advantage and to help save the lives of our men and women in uniform.**
- **The DARPA *Grand Challenge* is a tribute to our nation's heritage of innovation, risk-taking, and sense of team spirit.**
- **Inventors, scientists, and enthusiasts come together from around the world for intense competition, high-tech excitement, and off-road adventure.**
- **The first DARPA *Grand Challenge* was held on March 13, 2004; the second will be conducted on October 8, 2005.**





# What is DARPA?

**The Defense Advanced Research Projects Agency (DARPA) is the central research and development organization for the Department of Defense. DARPA manages and directs basic and applied R&D projects for the Department of Defense and pursues research and technology where success may provide dramatic advances for traditional military roles and missions.**



# DARPA Grand Challenge 2004 Participation





# Global Media Coverage

- **Television and Radio**

(hundreds of segments)

- ABC World News Tonight
- NBC Nightly News
- CBS Evening News
- CNN and CNN Headline News
- National Public Radio



- **Print and Web**

(millions of readers)

- USA Today
- New York Times
- Los Angeles Times
- Washington Post
- Popular Science
- Scientific American
- Wired





Looking Ahead.

# DARPA Grand Challenge

## 2005

- ***Developing the Vehicles:*** Teams work for more than a year, attracting attention from local media and building their fan base.
- ***National Qualification Event:*** 40 teams compete over 8 days at the California Speedway (near Los Angeles) as interest builds.
- ***Grand Challenge Event:*** 20 teams start the two-day event at an undisclosed location in the desert Southwest. Robots have 10 hours to make it across the difficult course to claim the prize.



# National Qualification Event

**California Speedway, Fontana, California**  
**September 27 - October 6, 2005**





# National Qualification Event

- **8 days of exciting competition at the largest NASCAR track in California**
- **Heavy media coverage including documentary film makers and cable outlets**
- **Easy access from Los Angeles**
- **Thousands of spectators in attendance**
- **Representatives from DoD, Armed Forces, and other government agencies in attendance**





# Grand Challenge 2005

- **October 8, 2005**
- **Thousands of spectators and intense, worldwide media coverage**
- **20 teams**





# Examples of Team Offerings to Sponsors

- **Name the Vehicle or Team after Sponsor**
- **Logo on vehicle**
- **Logo or writeup on team website**
- **Logo/mention in team informational materials, press releases, videos, technical papers**
- **Special press releases by team**
- **Team promotional items (mugs, shirts, etc.)**
- **Share of prize**
- **Participate in team victory parade**





# What Are The Media Saying?

“...rough ride for robots, but humans smiling”

*-MSNBC, March 14, 2004*



“...pioneering the era of driverless automobiles”

*-SF Chronicle, March 13, 2004*



“...the most unique land race in the country”

*-USA Today, February 25, 2004*



“Forward thinking companies have now realized that robotic cars offer a branding opportunity in a novel arena with broad public interest.”

*-Robotics Trends, March 29, 2004*



# Grand Challenge Robots Get Noti



**Governor Blanco declares “Cajunbot Day”  
State of Louisiana, June 2, 2004**



# How to find a Team to Sponsor

- **Go to the “Team Info” link on Grand Challenge website.**
  - [www.darpa.mil/Grandchallenge/TeamInfo.html](http://www.darpa.mil/Grandchallenge/TeamInfo.html)
- **Find a team that interests you.**
- **Contact the team leader.**

**DARPA is pleased to act as a resource for information about teams, but DARPA will not advocate a specific team for sponsorship.**



For more information about the  
DARPA Grand Challenge, visit  
**[www.darpa.mil/grandchallenge](http://www.darpa.mil/grandchallenge)**.